



# USTDA

United States Trade and Development Agency

# GENERATING EXPORTS

## WASHINGTON



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The U.S. Trade and Development Agency (USTDA) helps companies create U.S. jobs through the export of U.S. goods and services for priority development projects in emerging economies. USTDA links U.S. businesses to export opportunities by funding project planning activities, pilot projects, and reverse trade missions while creating sustainable infrastructure and economic growth in partner countries.

### USTDA Programs

USTDA promotes economic growth in emerging economies by facilitating the participation of U.S. businesses in the planning and execution of priority development projects in host countries. The Agency's objectives are to help build the infrastructure for trade, match U.S. technological expertise with overseas development needs, and help create lasting business partnerships between the United States and emerging market economies.

USTDA advances these objectives through its two key programs, the International Business Partnership Program and the Project Development Program.

USTDA's reverse trade missions (RTM) are the mainstay of its International Business Partnership Program (IBPP). Created in 2010 in response to President Obama's National Export Initiative, the IBPP is USTDA's signature program for linking the U.S. private sector to foreign buyers. These visits are carefully planned to enable foreign decision makers to meet with U.S. businesses and to observe the manufacture, and demonstration of U.S. goods and services that can help them achieve their development goals. These RTMs also include meetings with financial institutions to observe financing options and technical and regulatory bodies that can assist with strengthening the project sponsor's technical capacity.

Through feasibility studies, technical assistance and pilot projects, USTDA's Project Development Program helps overseas project sponsors identify technological solutions and various sources of financing for priority infrastructure projects.

### Supporting Jobs in Washington

Over the last 10 years, USTDA identified \$19.7 billion in U.S. exports to emerging markets that were directly attributable to its programs, supporting an estimated 100,000 U.S. jobs. During that same period, for every \$1 programmed by USTDA, the Agency identified over \$63 in exports of U.S.-manufactured goods and services.

In Washington, USTDA's program has been a catalyst for opening new markets for companies, large and small, looking to expand sales overseas. By introducing foreign buyers to U.S. goods and services, USTDA helped level the playing field from foreign competition that ultimately led to significant export sales. During fiscal year 2011 alone, USTDA's program generated more than \$1.2 Billion in exports of U.S.-manufactured goods and services from Washington.



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USTDA Supports the NEI's mission as a member of the President's Export Promotion Cabinet

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## Success Stories

Recognizing Jamaica's desire to improve air transportation efficiency, minimize government expenditures, and increase investment into the country, USTDA provided two grants for legal and performance improvement consultancies to assist the Ministry of Finance and Public Service in the divestment of Air Jamaica. The combined assistance led to the successful acquisition of Air Jamaica by Trinidad & Tobago-based Caribbean Airlines. Caribbean Airlines announced that it is leasing six Boeing aircraft in efforts to renew its fleet.

In order to increase access to Colombia's Port of Santa Marta Cargo Terminal from various channels, USTDA-funded a feasibility study to evaluate the Port's cargo handling capacity, modernization and rehabilitation needs, as well as provide an alternatives analysis. Based on the results of this study, U.S. companies secured more than \$2 million in exports of U.S. goods and services, including design and construction support services from the Federal Way-based BergerABAM, and a container terminal operating system from the Seattle-based Tideworks Technology.

Also in the maritime transportation sector, USTDA-funded a feasibility study on the development of a new deepwater port on the Yangshan islands in Hangzhou Bay, China. As a result of the study's recommendations, United Coatings in Spokane sold millions of dollars worth of protective wall coatings.

To promote Boeing's technology and expertise, USTDA has supported multiple efforts to better position Boeing to win commercial aircraft sales in China. Through USTDA's support of the U.S.-China Aviation Cooperation Program and an Aviation Safety Academy in China, USTDA has played a significant role in helping to secure over \$2 billion in export sales of U.S.-manufactured Boeing aircraft to China.



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